

LICENSING TICKET TO RIDE

Ticket to Ride is a board game most of us have played or at least seen on store shelves over the past 20 years. With more than 15 million copies sold worldwide, including multiple expansions and the acclaimed new Ticket to Ride Legacy: Legends of the West, this iconic brand has become one of the big names across the tabletop gaming scene. As we enter the game's 20th

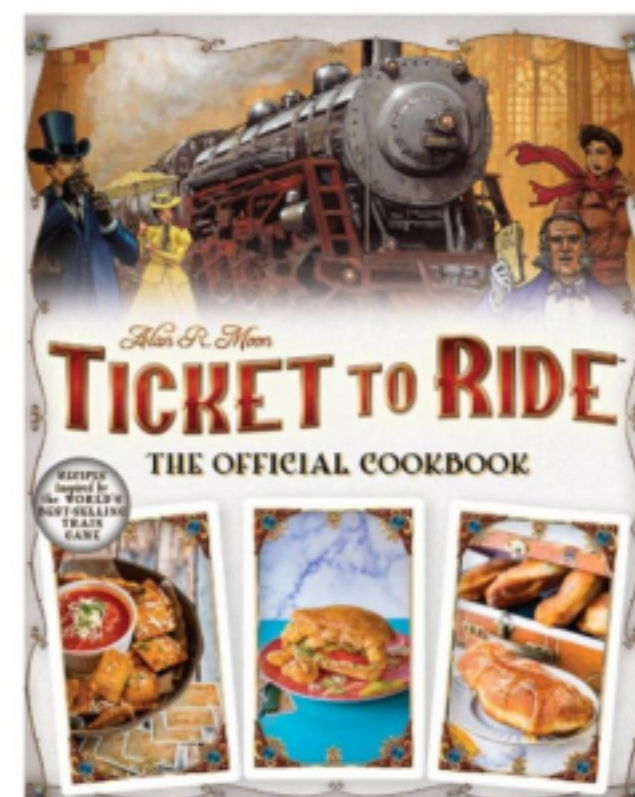
their favourite game both on and off the table top was a clear focus, and we knew we had to start straight away to really plan and do justice to the brand." Published by Days of Wonder, part of the global Asmodee Group, Ticket to Ride is a family game of competing to build railroads – with all the classic "I was going to do that!" and "One more game!" elements that kept it a best seller across the last two decades. Winner of the prestigious Spiel des Jahres (game of the year), it is an integral part of Asmodee Entertainment's ambition of establishing a cross-category licensing programme. With new releases across publishing, interactive gaming, merchandise and apparel, 2024 will see this title expand beyond the realm of board games, giving retailers and consumers exciting new ways to engage with this beloved brand. In the interactive gaming space, Marmalade announced its Ticket to Ride game. Released on Steam in November 2023, with other platforms scheduled in early 2024, this digital edition promises to elevate the core gameplay with immersive graphics and high production values.

anniversary year this enduring popularity, along with its global fanbase, makes Ticket to Ride a primary focus of Asmodee Entertainment's licensing initiative.

"When we set out to create our licensing program in 2020, we knew we were building towards the anniversary in 2024," said Ness Jack, Licensing Manager at Asmodee Entertainment. "Creating a comprehensive range of products that allows fans to enjoy

Next stop on the list, Fanattik recently launched a range of limited-edition metal collectibles including the Ticket to Ride North American Open Tour Ticket and Collectible Train Coin. "As with all Fanattik's products, these beautiful renditions of classic designs from the game make brilliant trophies or home decorations for fans of the game series," said Alexander Thieme, Licensing Manager at Asmodee Entertainment. "The quality of these pieces is truly stunning. If you get a chance to see them at Spring Fair, I really recommend it!"

Heading into 2024, fans can visibly show off their love of the game with apparel from Difuzed. "Our collaboration with Difuzed is really exciting," commented Alexander. "Their creative approach combining the core elements of the brand with current



trends has resulted in some fantastic original pieces that we think fans will really engage with." The first collection of Ticket to Ride apparel is due to be available in January 2024.

April 2024 will see Ticket to Ride depart on a very different journey. Following the success of the CATAN® cookbook in 2023, Ulysses Press will take fans on a culinary journey with the official Ticket to Ride Cookbook. "Food and eating go hand in hand with gaming, and the way Ulysses explores recipes across North American cuisine really keeps with the spirit of travelling cross-country," added Ness. Andrews McMeel Publishing is the newest licensee to hop onboard as a



partner for Asmodee Entertainment. The recently confirmed collaboration will see a range of middle-grade novels written by Adrienne Kress, author of the Bendy and the Ink Machine series, with the first book scheduled for release in January 2025. Ness commented, "what's fantastic about a brand like Ticket to Ride is how it seamlessly transitions across categories. Whether you're an existing fan, or just starting your Ticket to Ride journey, there really is something for everyone." ■



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